

**MODIFYING VISUAL PRESENTATIONS BASED ON ENVIRONMENTAL CONTEXT  
AND USER PREFERENCES**

**ABSTRACT OF THE DISCLOSURE**

The present invention provides a method and an apparatus for modifying visual  
5 presentations based on environmental context, display characteristics, and user preferences. The  
apparatus includes an interface and a controller coupled to the interface. The controller is  
adapted to receive data indicative of light conditions proximate to a visual presentation device,  
receive data associated with at least one visibility profile, and determine visual data to be  
displayed by the visual presentation device based on at least a portion of the received data  
10 indicative of light conditions and the received data associated with the at least one visibility  
profile.